

MAMEA Mid-Year Board Meeting

March 24th, 2007 Lake Anna, VA

Participants

Adam Frederick, Jackie Takacs, Mellie Lewis, David Christopher, Kathy Siegfried, Carol Hopper-Brill, Bill Simpkins, Amy Sauls

Call to order

Adam called the meeting to order and welcomed the group at 1:00pm.

2006 Annual Conference Wrap Up (Adam and Jackie)

- Adam showed survey results from the conference attendees.
 - Most people come from state agency staff.
 - About 1/3 are coming from schools (classroom teachers.)
 - Adam would like to see more classroom teachers and challenged the Board to encourage more classroom teachers to be involved.
 - Kathy commented that the membership actually shows more teachers who are members by attending mini conferences.
- Adam suggested we need to make a big marketing push by looking at local educators and making contacts.
 - Conference marketing suggestions included direct mailings to past participants, etc.
 - We should set a number of marketing tools including save the date in Masthead in the spring before, postcard mailing as soon as teachers get back (just before Labor day), then registration information mailing just before.
 - There are limited sources for conferences to pick from.
 - We have unique resources and need to make them attractive resources for all.
- Adam feels that the cost of the conference should equal \$200 including registration and housing.
- Adam also said that the conference model works well as far as Friday-Sunday, but we should look at changing the format like having 2 keynote speakers, etc.
- Amy suggested that we use more surveys to track comments.
- Adam said that conference venues are not going to be perfect at any time.
- David suggested limiting the number of concurrent sessions to increase audience members.
- Amy suggested that we have some sort of promotional item each year.

-Adam suggested that the annual conference would be the venue for requesting and/or buying them since we can get them in bulk and send others to state reps for mini conferences. Things should be generic without dates, so they can be reused.

-Jackie stated that we made just over \$1300 on the conference including the auction money of \$1466. Just over \$7k in registrations, \$ (Jackie can you put the number here please?) from Sea Grants, materials from NOAA CB. Total expenses were just over \$10,000.

Treasurers Report (Jackie)

-Once mini conference money comes in \$64,000 in combined accounts.

-We have some outstanding bills with the accounting firm to do taxes, etc.

-There is still some confusion as to where things are getting mailed. Kathy said it was her understanding that the firm who helped us do the big tax work who were to receive any tax information. Jackie is following up.

-+\$25,000 in CD which rolled over. Money market account with \$8400.

-Jackie is looking at moving our Money Market into something with a higher yield.

-Budget from Jackie goes here.

Secretary's Report (Kathy)

Reflects MD/NC Mini Conference Registrations

Non-renewals from 2006: 145

Active Members: 195 as of 3/23/07

New: 106

Renewals: 81

Lifetime: 8

State-by-State Breakdown:

8 Delaware

65 Maryland

4 DC

49 Virginia

50 North Carolina

9 Pennsylvania

2 New York

1 South Carolina

1 Georgia

1 Tennessee

1 New Jersey

1 Indiana

1 Connecticut

1 Wisconsin

1 Other (incomplete)

Membership Dues Breakdown:

52 Conference

59 Mini-Conferences

71 Check

13 Other (Lifetime, gift, etc.)

From the Secretary:

- Welcome letter and membership cards have been sent out to all new members, including MD mini-conference participants.
- Renewal notices unofficially went out in the December Masthead. About 6 renewing members responded from Masthead.
- Renewal postcards were sent 3/6/07. NAIB's new copy machines allow postcards to be printed in house. MAMEA only had to pay for postage.
- Since the postcards were only sent several weeks ago, it is too early to know exactly how many more renewals will come in.

State Reports

North Carolina (Amy for Ruth)

- Good mini conference with over 40 in attendance.
- Participants did a lot of behind the scenes tours and other Aquarium activities.
- Much positive response from participants.
- Talk about having it at Roanoke Island next year. It should have home at the North Carolina Aquariums.
- Ruth and Dia did a session on mini grants.
- Ruth also asked for guidelines for mini conferences.
- Amy suggested we need clear mini conference goals, objectives, support, models, participants, etc.

Maryland (Mellie)

- Mellie loved the way that the NAIB staff really helped the teachers.
- David added that past participants requested more teacher resources, so there was a share-a-thon with activities teachers supplied.
- 25 in attendance out of 65 spots. This may be due to the fact that the date was the weekend before MSA testing.
- Program included behind the scenes tours, dolphin show, amphibian talk with FROGS! exhibit manager Vicky Poole, amphibian educational activities, ocean literacy workshop, and exhibit tours.

Virginia (Carol)

- Carol asked for guidelines regarding mini-conference formats, procedures, etc.
- Carol said that VA members want something in the summer. Eastern shore folks want something local. Lisa is putting together a "species of special concern" workshop that will focus on the Atlantic sturgeon, dates in late July or early August, working on speakers and itinerary.

-Kathy had received information from Teri regarding "Mini Conferences for Dummies."

-Kathy and Mellie are looking for this information to share with others.

-Mellie said if she found it should would type it and send to everyone. If we cannot find it Teri can be contacted.

- Follow up: The MAMEA Mini-conference guidelines were located and shared. Carol offered to compile a list of MAMEA documents that are helpful to new Reps.

DC (Bill)

-Bill faces the challenge of encouraging DC folks to look at marine and aquatic sciences.

-Bill is working on contacts with other aquatic education organizations.

-Bill has just received a grant to work with DC teachers, and hopes to tie MAMEA in to the workshops.

-Bill is considering having a teacher open house one day to get teachers in to learn more about the Aquarium and MAMEA in place of a full blown mini-conference.

Delaware (Tami)

-Tami was not in attendance, but she did tell Kathy that she is sending updates to DE members and encouraging MAMEA involvement.

2007 Annual Conference Preview (David)

-Location: Baltimore (NAIB and COMB donated spaces)

-Date: October 19-21 (Chosen since is also teacher work day)

-Hotel: \$159/night and working on roommate options

-Registration: Hope to keep low; around \$50+

-Most of the cost will be for food

-Encouraging conservation minded plates, etc.

-Spaces: NAIB has classrooms, COMB has conference room, auditorium, and lab. Harbor view room for lunch and Café for dinner.

-Speakers: Nancy Hotchkiss working on getting speakers set up.

-Field trips: Kathy working on this. MD Science Center, Museum of Industry, Living Classrooms, CBF, Ft McHenry

-Opening Evening: Hoping to do something different and get a good speaker to get more people to come. Have silent auction that night.

-Saturday- Opening session at COMB, sessions in NAIB classrooms

-Sunday-Field trips

-Fundraising: salt man interested in helping again, Shannon Sprague (stuff not money), Sea Grants, etc.

- Adam suggested that each time you have something for the conference that you get donated to include that in the budget to get an actual cost.
- Advertising – up on website (link needs to be fixed), going in spring Masthead
- Assistance: need help with auctions (Ruth suggested with Amy, Jen, Marj, Bill); Mellie said she will help with sessions (Carol also volunteered to help); Kathy doing registration; Jen S working with food vendors
- Adam suggested that the concurrent sessions were 1 at COMB and 2 at NAIB to figure in time to walk between the 2 buildings.
- Harbor view room share a thon.
- Time in schedule to explore Aquarium and/or inner harbor
- Marketing: Flyers were given to teachers at the MD mini-conference and MAEOE conference. Jackie asked for electronic versions to print and hand out.

Scholarships

- Adam would like to see 2 teachers from each state attend the annual conference on scholarship (Requires change in standing rules)
- Adam stated that we get \$1000 interest from one of the accounts, so this should be sustainable.
- Adam suggested a scholarship of \$200 each for 5 regions (DE, MD, DC, VA and NC) plus one general Paul Standish Scholarship making 6 scholarships.
- Adam suggested any scholarships we do not use; we can roll over to next year.
- Kathy suggested that we need to set frequency you can apply; every 2-3 years and how long they have to be a member to apply.
- Kathy suggested that we waive the conference fee and reimburse other expenses up to \$200 for scholarship recipients.
- Adam suggested that we split the grant and scholarships
- Adam proposed a motion to separate the grants and scholarships committees. Jackie seconded it. Motion passed.
- Adam appointed Amy as Scholarship Committee Chair
- Amy will put details together and send to Board; Adam sending Amy information

Mini-Grant (Adam)

- Adam suggested that we need to establish grants committee (Barry is chair)
 - Adam would like to have Tami Lunsford, Ruth Schneider, and Jen Sillitti on the committee

- State reps will cycle off when their state rep term expires; others cycle off after a 3-year term
- Adam said the website needs to be updated
 - Carol passing along to Lisa
 - The Board looked at the website to see what needs to be updated. The Board saw the following updates/changes that were necessary:
 - says 1 grant but standing rules says 2
 - Vicki made a mock grant which should be online
 - How many letters of support? 2
 - “additional materials” needs to say “supporting materials”
 - Adam asked Mellie when an appropriate deadline would be to best fit the needs of teachers.
 - Mellie suggested something at the beginning of the school year
 - The Board determined the deadline should be changed to September 21
 - Adam proposed a change in the deadline to September 21. David seconded. Motion passed.
- Adam asked the Board to look at ways to get the word out about the grants
 - Jackie suggested putting on teacher grant resource pages like on DNR
- Adam said that the grant changes need to put in the next Masthead
- Jackie also suggested to make sure all title wording says “grant” not “mini-grant”
- The Board decided to notify awardees at time of fall conference

Masthead (Kathy)

- Adam suggested that we should look at publication schedule to fit our purposes.
 - The Board suggested that we set the schedule as follows: April for conference announcement, August for conference registration, and January for the annual report. (Need to amend the standing rules)
- Adam announced that the MD Sea Grant website is about a week away from being launched which includes newsletter publisher.
 - MAMEA could publish an online version of the newsletter.
- David suggested that all submissions go to both Barry and Kathy
- Adam will talk to Barry regarding Masthead

Website Updates (Board)

- Carol will take additional website updates to Lisa including:

- Need to take the title "Marine Educator Awards" from the top of the Awards page.
- Non-traditional educator title needs to be changed to "informal educator" (Need to change the standing rules) and "classroom educator" needs to add "k-16"
- Need to put scholarships on the conference page and put a link on the front page to the scholarships page
- On the join page should have links to the pages that link to scholarships also.
- We need to separate the list of Board and Committees since the list is too long.
- Amy proposed that we compensate Lisa for the updates to the website. David seconded. Motion passed.
- Amy producing a write up for all of the committees for the website from Standing Rules

NMEA Conference Chapter Meeting

- Adam asked who will be attending NMEA 2007 in Maine.
 - Adam will be there as well as Amy, David, Kathy, etc.
- Amy suggested that the MAMEA President goes to the NMEA new board meeting the summer before officially becoming a NMEA board member to learn the ropes.

ACTION ITEMS:

- Amy and Mellie are getting Mini-conference guidelines together to be sent to all State reps for reference
- Kathy and Barry are working on next Masthead.
- Carol sending Lisa web updates
- Amy is writing up scholarship committee information
- Change Standing Rules:
 - Awards section needs to be updated from "Non-traditional" to "informal" educator. - Jackie
 - Clarify newsletter changes re: 3 issues and mailing dates
 - Scholarship committee created/separated from grants
 - 6 scholarships and application details prepared by Adam and Amy
- "mini-grants" are now "grants"
- Adam is asking Jen Sillitti and Tami Lunsford to be on the grants committee with Barry.

Adjournment

Motion to close the meeting by Adam. Mellie seconded. Meeting closed at 6:06pm.